

Minutes

Destination El Paso Advisory Board Meeting

Thursday February 11, 2016 4:00 p.m.

Destination El Paso Boardroom

Board Members Present

Mica Short
Ismael Legarreta
Jay Pritchard
Dick Behrenhausen
Bill Ketcherside
Danny Padilla
Israel Rivera
Georgina Panahi

Board Members Absent

Destination EP Staff

Bryan Crowe
Lauren Falco
Brooke Underwood
Veronica Castro
Ryan Lympus
Carol McNeal

I. Call to Order

- The meeting was called to order at 4:02 p.m.

II. Approval of Minutes

- Motion to approve by Dick Behrenhausen.
- Seconded by Bill Ketcherside.

III. General Manager's Update: Bryan Crowe

- **Introductions for District 3 New Appointee, Georgina Panahi**
- **Destination EP Annual Report**
 - Currently being printed for limited distribution, but available for download at visitelpaso.com
 - Highlights of the 2015 year as well as a great guide for information about the company & the area
 - Looking to have a presentation available online with voiceover/charts/graphs outlining the Annual Report

IV. Department Updates

- **Financials: Bryan Crowe**
- Financial Narrative
 - The numbers below represent the beginning of the 2015 fiscal year.
 - Total revenue for the month of December 2015 was \$350,352 bringing Total YTD revenue budget to \$1,823,490
 - Total expenses for El Paso Live for the month of December 2015 were \$668,224 bringing YTD expenses to \$2,186,646
 - Total expenses for Visit El Paso for the month of December 2015 were \$361,705 bringing YTD expenses to \$961,935.
 - YTD we are experiencing a positive variance of \$233,345.
 - YTD after the influx of City of El Paso funding there is an Adjusted Net Loss of \$2,286.
- **Assistant General Manager: Ryan Lympus**
- Oishii
 - Visit El Paso & the City Magazine unveiled the 2016 Visitor's Guide at Oishii on Jan. 28, 2016.
 - Currently rolling out digital marketing plan & will soon be advertising on OpenTable for reservations
 - The City Magazine featured Oishii in a full spread in their recent issue, highlighting the restaurants revamp & new menu.

- **Tourism Development: Veronica Castro**
 - Visitors Guide is available & Visit El Paso is very pleased with changes made with new publication
 - “El Paso Up” videos made in house feature locals who talk about how they promote their business & El Paso. Available on YouTube
 - Leeseey McCorgary will be traveling to Calgary in Canada to represent El Paso to travel writers.
- Over the Edge for the El Paso Zoo
 - General Manager, Bryan Crowe will be donning the Official Amigo Man uniform to rappel off the Mills Building in Downtown El Paso to fundraise for the El Paso Zoo. Currently, there is a page to donate online to help Amigo Man go Over the Edge! Link is provided for those who want to donate below:
 - <https://www.classy.org/checkout/donation?eid=55507>
 - **Click the link & choose Amigo Man from the drop down menu!**
- **Convention Development: Brooke Underwood**
 - Out of office
- **Facility Sales & Marketing-Carol McNeal**
- January Event Highlights
 - Colleen and Josh Show (You Tube Celebrities), The Plaza Theatre, January 12, attendance of 1,041
 - Elegant Penguin Bridal Show, Convention Center, January 17, attendance of 2,499
 - RJ Promotions Home Show, Convention Center, January 22-24, attendance of 2,572
 - Little River Band, The Plaza Theatre, January 30, attendance of 1,028
- February Outlook
 - El Paso Symphony Orchestra Young Peoples Concerts, Abraham Chavez Theatre, February 3-5, attendance of 12,147
 - Mexico’s Manufacturing Summit, Convention Center, February 10-12
 - Bobby Bones and the Raging Idiots, The Plaza Theatre, February 12
 - Mariachi Vargas, The Plaza Theatre, February 13
 - Catholic Diocese MRS Dinner, Convention Center, February 25
 - Adal Ramones, The Plaza Theatre, February 25
 - Susan B. Komen El Paso Race for the Cure, Cohen Stadium, February 28
- Sun City Craft Beer Festival
 - El Paso Live will be working with Sun City Craft Beer Festival Promoter to improve on the festival by adding fun, new quirks & creating a truly unique craft beer experience in downtown El Paso. More to come regarding this in the near future!
- Summer Programming
 - El Paso Live is gearing up for 2015 seasons of Alfresco! Fridays, Cool Canyon Nights, Movies in the Canyon, Viva! El Paso, etc.
 - Keep an eye out for the scheduled performances/movies for all series on Facebook, Twitter, Instagram and www.elpasolive.com
- Pollstar’s Top 200
 - Plaza Theatre & Abraham Chavez Theatre were named in the Top 200 Theatres worldwide in all categories including size. Plaza ranked #84 & Abraham Chavez ranked #149.
- Borderplex Alliance
 - Tourism Task Force: 20+ diverse people from around the city who will discuss ways to cohesively create a platform for tourism.
- Pope Day
 - Destination El Paso will be operational
 - Pope coverage has led to an increase interest in coverage of El Paso

V. Open Discussion

***Adjourn 5:15 pm**

***The next meeting will be on Thursday, March 10th, 2015 at 4:00 PM at the Destination El Paso Board Room**